

REP HEADLINE# 6273763  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG10/12 17.4  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/B NELSON/D/SEN/FL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME ABAR HUTTON MEDIA BUYER NAME SHELLI HUTTON

6190 GROVEDALE COURT, SUITE 200  
ALEXANDRIA, VA 22310  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6273763 CLASS: NATL. LOCAL REGIONAL

PRDCT BILL NELSON FOR SENA EST#543 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG10/12 17.44

REP: NEW ORDER  
TOTAL \$13,100 @ 11X  
PLEASE CONFIRM  
THANKS BEN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
BILL NELSON FOR SENATE

Handwritten initials or signature.

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 543

1			600A-700A	30		\$850.00	8/15	8/15	1		WED	1
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PROGRAM : NEWS 8 TODAY  
CON COM1: NEWS 8 TODAY

2			700A-900A	30		\$1,100.00	8/21	8/21	1		TUE	1
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PROGRAM : TODAY SHOW  
CON COM1: TODAY SHOW

3			500P-530P	30		\$850.00	8/17	8/17	1		FRI	1
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PROGRAM : WFLA NEWS  
CON COM1: WFLA NEWS

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500P-530P	30		\$850.00	8/21	8/21	1		TUE	1
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
5			530P-600P	30		\$850.00	8/16	8/16	1		THU	1
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
6			530P-600P	30		\$850.00	8/20	8/21	2		M-TU	2
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
7			600P-630P	30		\$2,000.00	8/20	8/20	1		MON	1
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
8			700A-900A	30		\$500.00	8/18	8/18	1		SAT	1
PROGRAM : TODAY SHOW SAT												
CON COM1: TODAY SHOW SAT												
9			630P-700P	30		\$3,500.00	8/19	8/19	1		SUN	1
PROGRAM : NBC SUN NEWS												
CON COM1: NBC SUN NEWS												
10			600P-630P	30		\$900.00	8/19	8/19	1		SUN	1
PROGRAM : WFLA NEWS												
CON COM1: WFLA NEWS												
AUG/12 13100.00												CONTRACT TOTAL 13100.00
												TOTAL SPOTS 11

MARKET TOTALS \$49,140 WFLA 27% WFTS 30% WTSP 11% WTVT 28% WTOG 0% WTTA 1% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ARE ACCURATE EXCEPT FOR WTVT, WHICH IS ESTIMATED

SVC- NSI BOOKS- AUG/12

DEMOS- RA35+\*

Abar Hutton Media  
6190 Grovedale CT #200  
Alexandria VA 22310

Bill Nelson/ D/ State Senate/ FL  
Submission Number 717 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b>	Bill Nelson/ D/ State Senate/ FL	<b>Submission Cost:</b>	13100	<b>Campaign Ref:</b>	E:120813010
<b>Buyer:</b>	...	<b>Client/Product/Estimate:</b>	1 / 543	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	08/13/12 to 08/26/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06273763
<b>Est./PO Number:</b>	06273763	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Bill Nelson For Sena	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 6a News ..W....	03	850	30 Comme	Nbr of Spots	1	1	850
2	M-F 7a Today Show .T.....	03	1100	30 Comme	Nbr of Spots	1	1	1100
3	M-F 5p News ...F...	04	850	30 Comme	Nbr of Spots	1	1	850
4	M-F 5p News .T.....	04	850	30 Comme	Nbr of Spots	1	1	850
5	M-F 530p News ...T....	04	850	30 Comme	Nbr of Spots	1	1	850
6	M-F 530p News MT.....	04	850	30 Comme	Nbr of Spots	2	2	1700
7	M-F 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
8	Sat 7a Today Show .....S.	03	500	30 Comme	Nbr of Spots	1	1	500
Sun 630p ET / 530p CT NBC Nightly								
<b>Weekly Totals: Total Spots(Ord Spots)</b>					6	5	11	

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Client:	Bill Nelson/ D/ State Senate/ FL	Submission Cost:	13100	Campaign Ref:	E:120813010
Buyer:	FL	Client/Product/Estimate:	. / .543	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06273763
Est./PO Number:	06273763	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
9	News .....S	02	3500	30 Comme	Nbr of Spots 1		1	3500
10	Sun 6p News .....S	02	900	30 Comme	Nbr of Spots 1		1	900
Weekly Totals: Total Spots(Ord Spots)					6	5	11	

Grand Totals				Month 8 Weeks: 4	
				08/13	08/20
Totals				11	6
Spots				11	6
Cost				13100	7450
					5650

Grand Totals: Spots: 11

Gross Total: 13,100.00  
Commission: 1,965.00  
Net Total: 11,135.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**
**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**
**Station and Location:****Date:**

6/26/12

I, Shelli Hutton,being/on behalf of: Bill Nelson for Senate, a legallyqualified candidate of the Democrat politicalparty for the office of: US Senatein the Generalelection to be held on: 11/06/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	as ordered	M-S			

**Total Charges:** \$      Gross      \$      net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Bill Nelson for US Senate 1516 E Colonial Dr #101 Orlando FL 32803 407-704-7980

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

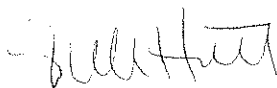
Peggy Gannon

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

6/25/12

Date



Signature

***To Be Signed By Station Representative***

☐

Accepted

☐

Accepted in Part

☐

Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

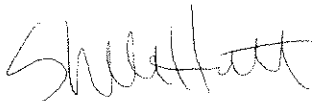
I, Bill Nelson for Senate  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does** ☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Shelli Hutton-authorized media buyer

printed name

6/25/12

date